

I feel there is more broadcasters can do to serve the interests and needs of their community. To begin, they should be required to have DJs and television talent to be physically in the community they are serving. I am against allowing radio stations to have DJs who voice track or television stations that don't carry some form of local news or community programming. By "local" I mean programming that serves the interests and needs of the people in the local communities who are able to pick up broadcasts either by radio or television. Voice tracking, in my opinion, does nothing to help communities because (a) The DJ won't be aware of the issues that affect the audience they are broadcasting to and therefore making them less able to tailor their broadcast to their audiences' interests and (b) Audiences won't be able to relate to a DJ who isn't someone who is seen in the community or is someone who doesn't represent those who live in the community.

I would like to see the re-implementation of the Commission's ascertainment policies for broadcasters to abide by. There is a radio station here in the Dallas-Fort Worth area that formerly broadcasted a community affairs radio show Sunday mornings. On this show, the host would invite community leaders and those who worked in the community to provide either knowledge on a particular issue in the community or knowledge that could in some way help those in the community. This program was meant to be a weekly show but has since gone off the air. I believed the show was a valuable one to get information about a wide range of topics and I was happy that it was on a popular R&B station here in the area. If the station was required to abide by some ascertainment policies, I'm sure the station would have heard from the community that they wanted the weekly show back. I know that some may think "well the community could have contacted the station and told them that they wanted the show back" but broadcasters are suppose to serve the interests and needs of their community not the interests and needs of their pockets, therefore, shouldn't broadcasters be the ones to make the effort to find out what the public wants and needs from a broadcast station? I believe the same effort that broadcasters put into getting businesses to buy advertising time on their stations should be the same effort that is used to find out what type of programming the public wants and needs.

In conclusion, I feel the only way to ensure broadcasters are doing their best to serve the communities they are meant to serve is for the Commission to act on behalf of the public through re-implementing ascertainment regulations that require stations to actually go out into the communities they serve to find out what their public wants and needs are and by requiring local radio stations and television stations to have talent who reside somewhere in the community they serve. This, I believe, is the only way to ensure that some form of local programming is being made available to those in the community. It is important for communities to be aware of what is happening in their area and without the media ensuring that important community information is available to the public, how are communities to grow and prosper?